

Universe			abcdefghi	iklmno	pgr
1957			ABCDEF	1	
by Adrian	Frutiger				
Sans Serif					
			-		
A typeface family de-	the actual typeface names				
signed by Adrian Frutiger	within Univers family				
and released by his em-	include both number and				
ployer Deberny & Pei- gnot in 1957	letter suffixes. The design was developed from 1953				
Based on the model of	to a final release in 1957.				
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brown

jumps over the lazy of

	a b c d e f g h i j k l m n o p q r st u v w x y z • A B C D E F G H I J K L M N O P Q R S T U V W X Y Z • a b c d e f g h i j k l m n o p q r st u v w x y z • A B C D E F G H I J K L M N O P Q R S T U V W X Y Z • a b c d e f g h i j k l m n o p q r st u v w x y z • A B C D E F G H I J K L M N O
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zy dog"	nn De Santis, Typography 3 is licensed under CC BY-NC-ND 4.0

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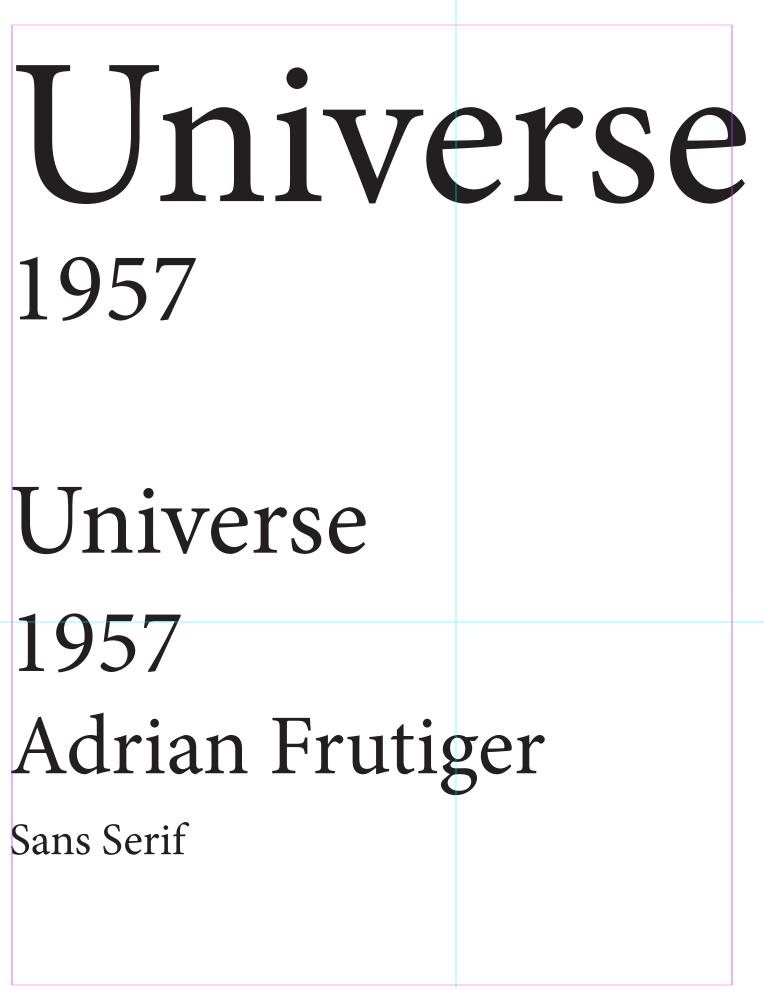
"The quick brown fox jumps over the lazy dog"

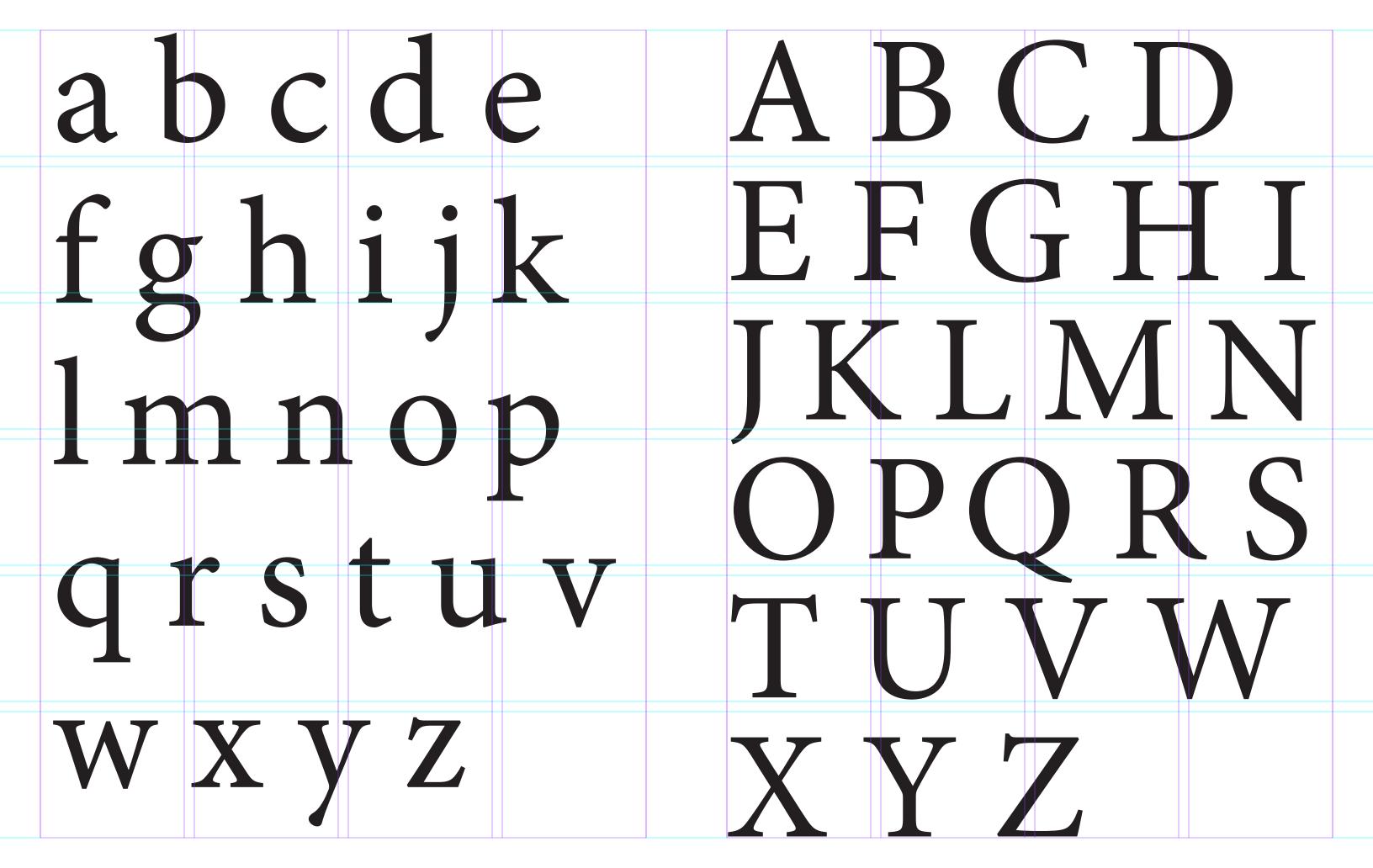
1957

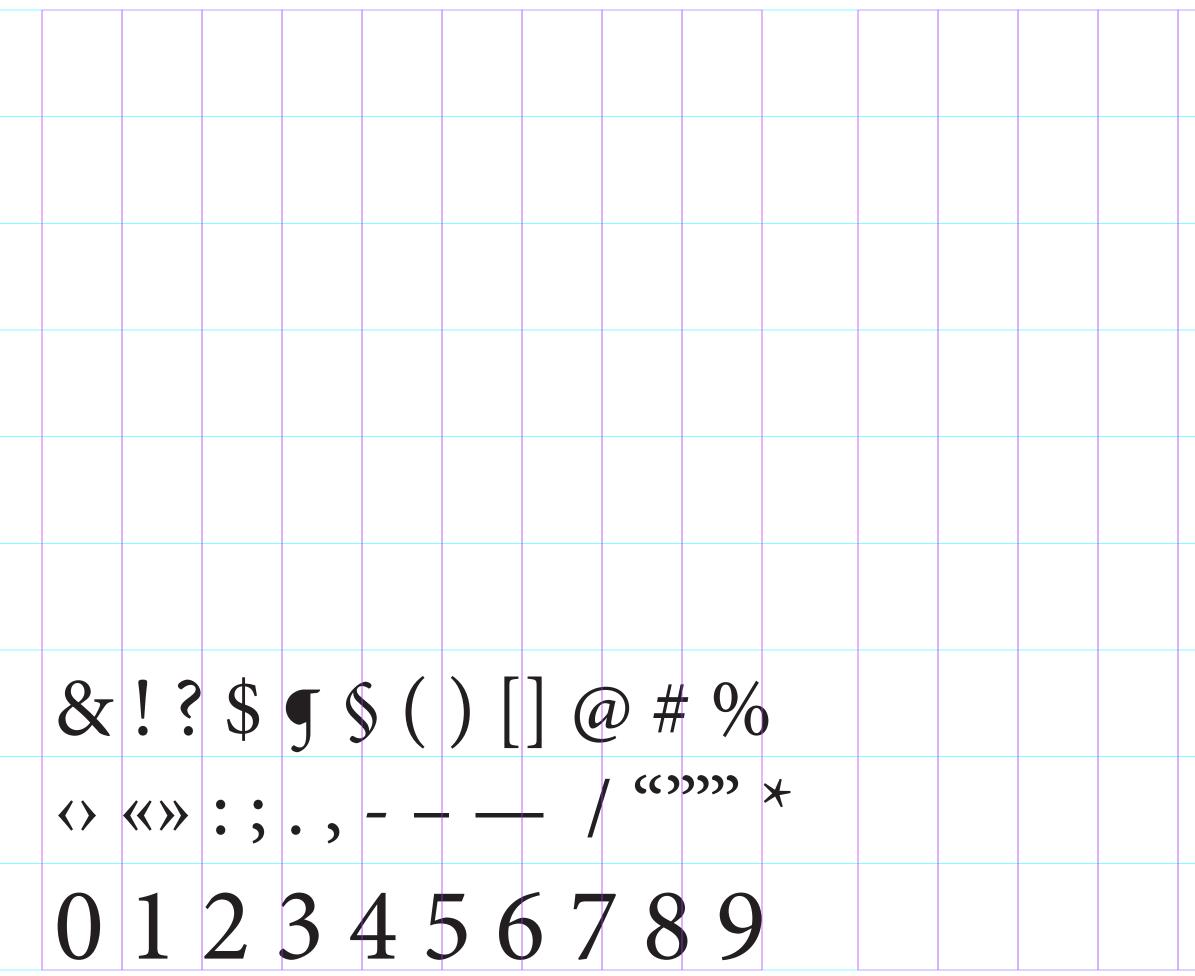
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Sans Serif







The Golden Section Divine Proportion

visual representation of a number called Phi (pronouned fi)

Phi is 1.618033988749895, or by the numerical sequence called the Fibonacci sequence.

Phi Creates the Divine Proportion Called by Renaissance artists because of it's abundance in the known universe, they thought it was created by God.

Using the Divine Proportion as a guide in compositions can improve layouts and design.

Multiply (or divide by 1.62) and place guides

The Golden Section

Divine Proportion

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Phi is 1.618033988749895, or by the numerical sequence called the Fibonacci sequence.

Phi creates the Divine Proportion (so called by the renaissance artists because of it's abundance in the known universe, they thought it was created by God), the Divine Proportion is used by artists and designers.

Using the Divine Proportion as a guide to your compositions can improve the communication of your design. Multiply (or divide by 1.62) and place guides

Van de Graaf canon Van de Graaf devised this construction to show how Gutenberg and others may have divided their page to achieve margins of one-ninth and two-ninths and a type area in the same proportions as the page.

The Van de Graaf canon is a historical reconstruction of a method that may have been used in book design to divide a page in pleasing proportions.[5] This canon is also known as the "secret canon" used in many medieval manuscripts and incunabula.

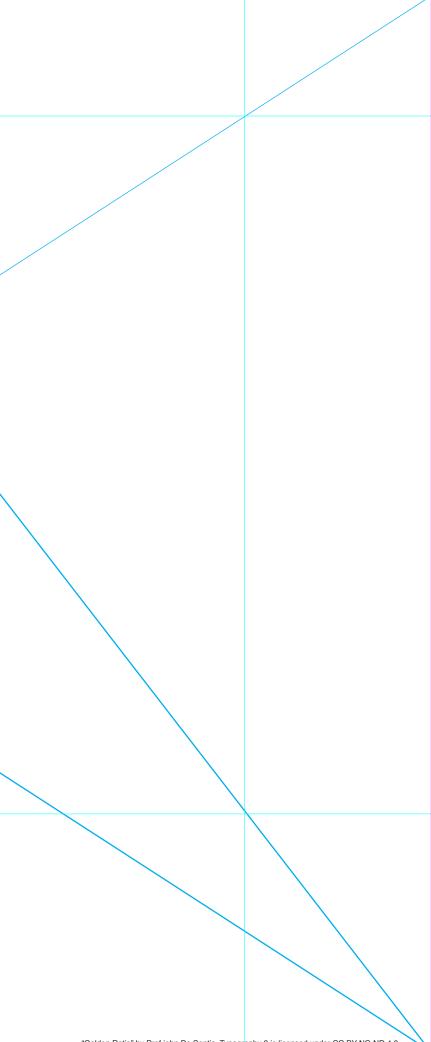
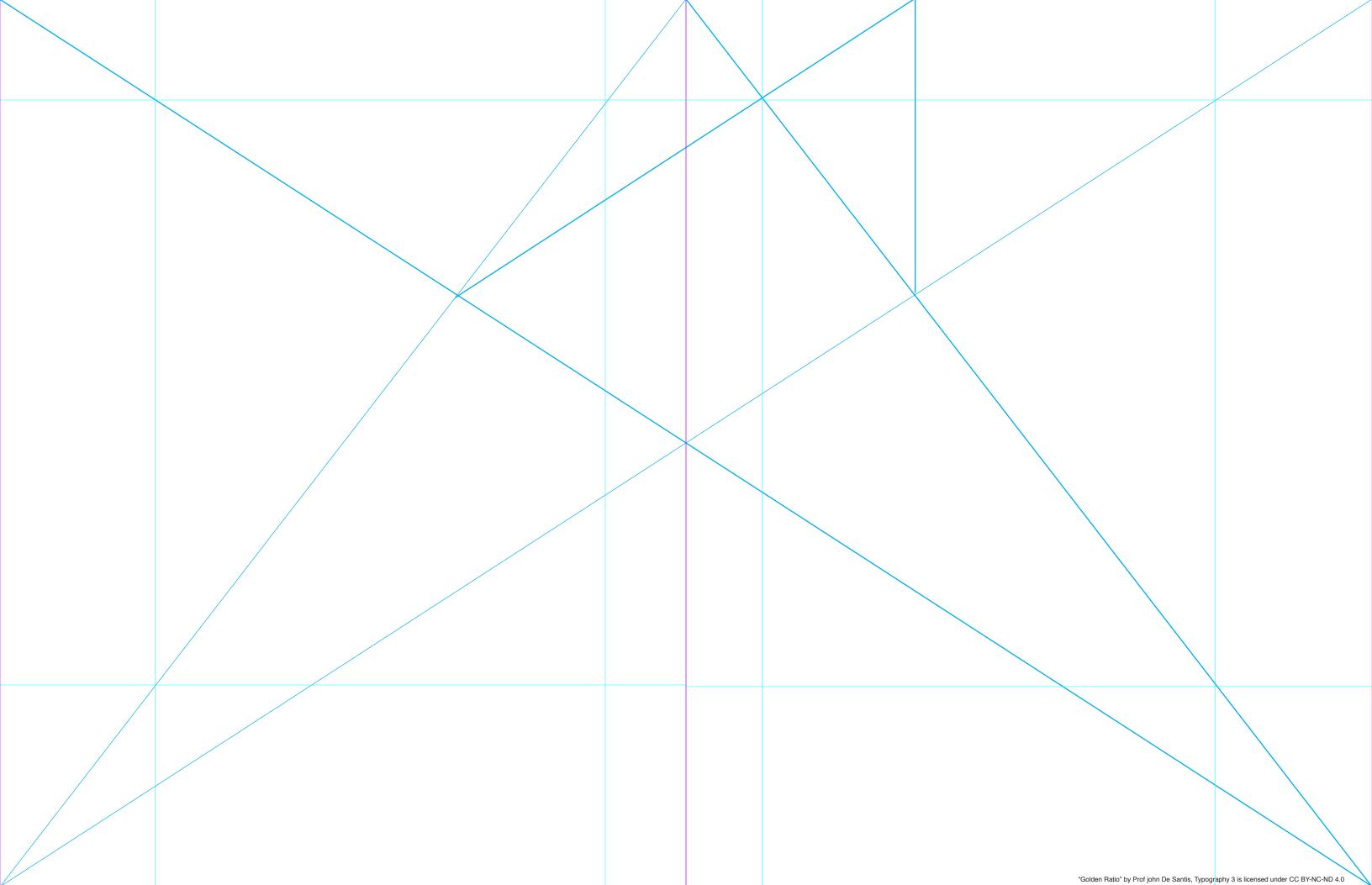


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Baseline Grids Serve To Anchor Layout Elements To A Common Rhythm.

Create a baseline grid by choosing the typesize and leading of your text, such as 10-pt Scala Pro with 12 pts leading (10/12). Use this line space increment to set the baseline grid in your document preferences.

To style headlines, captions, and other elements, choose line spacing that works with the baseline grid, such as 18/24 for headlines, 14/18 for subheads, and 8/12 for captions. Where possible, position all page elements in relation to the baseline grid. Don't force it, though. Sometimes a layout works better when you override the grid. View the baseline grid when you want to check the position of elements; turn it off when it's distracting.

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Baseline Grids Serve To Anchor Layout Elements To A Common Rhythm.

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